

**WHAT IS CLAIMED IS:**

1. Method of creating a customized Web site for a customer, comprising the steps of:

selecting one of a plurality of stored generic Web site templates, each of the plurality of generic Web site templates including a plurality of customizable attributes;

retrieving at least one of a graphic, text and configuration information from a Web site of the customer;

customizing a look of the selected generic Web site template by selectively inputting the retrieved at least one of graphic, text and configuration information into the customizable attributes.

2. The method of Claim 1, further comprising the step of running at least one Web application or demo from the Web site, the Web application or demo being configured to extract screen display definitions from database tables within a database and to customize the extracted screen display definitions according to the retrieved at least one graphic, text and configuration information.

3. The method of Claim 1, further comprising the step of inputting the retrieved at least one of graphic, text and configuration information into a control panel, the control panel being configured to apply the retrieved at least one graphic, text and configuration information to the selected generic Web site template.

4. 、 The method of Claim 1, wherein the at least one of graphic, text and configuration information of the customized Web site includes a look and feel of the customer's Web site.

5. The method of Claim 1, wherein the look and feel of the customized Web site includes at least one of color schemes, fonts, links, animation, navigation bars and texture of the

customer's Web Site.

6. The method of Claim 1, wherein the plurality of Web site templates includes a template for an extranet portal, and intranet portal and an applications portal.

7. A method for selling software online, comprising the steps of:

posting sales materials to an online collaboration tool, the online collaboration tool enabling both a sales representative and a potential customer to view the posted sales materials simultaneously, the sales materials including at least one of a presentation, a press release, an analyst review and a customer reference;

accessing a Web site of the potential customer and retrieving at least one of a graphic, text and configuration information therefrom;

customizing a look of a generic Web site template with the retrieved at least one of graphic, text and configuration information to create a customized Web site;

posting the customized Web site to the online collaboration tool and causing the customized Web site to be displayed for the potential customer.

8. The method of Claim 7, further comprising the step of carrying out a telephone conference with the potential customer and wherein the accessing and posting steps are carried out during the telephone conference.

9. The method of Claim 1, wherein the generic Web site template is selected from an extranet portal, an intranet portal and an applications portal.

10. The method of Claim 7, further comprising the step of running at least one Web application from the customized Web site, the Web application being configured to extract screen display definitions from database tables within a database and to modify the extracted screen

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display definitions according to the retrieved at least one graphic, text and configuration information.

11. The method of Claim 7, further comprising the step of inputting the retrieved at least one of graphic, text and configuration information into a control panel, the control panel being configured to apply the retrieved at least one graphic, text and configuration information to the accessed generic Web site template.

12. The method of Claim 7, wherein the configuration information of the customized Web site includes a look and feel of the customer's Web site.

13. The method of Claim 7, wherein the look and feel of the customized Web site includes at least one of color schemes, fonts, links, navigation bars, animation and texture of the customer's Web Site.

14. The method of Claim 8, wherein the sales materials and the customized Web site are viewed by both the potential customer and the sales rep in an order determined during the telephone conference.

15           15.       The method of Claim 7, further comprising the step of running at least one application or demo from the customized Web site, the at least one application or demo also being customized by the retrieved at least one of graphic, text and configuration information.

16. A system for creating and sharing a customized Web site or demo, comprising:

a first Web site, the first Web site including a plurality of input fields for a corresponding  
20 plurality of customizable attributes, each of the plurality of input fields being configured to accept  
at least one attribute of a second Web site;

a plurality of generic Web site templates; and

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